

October 1, 2008



Southwest Airlines Introduces Priority Security Lanes at Select Airports

Southwest Airlines Offers Business Select and A-List Customers the Chance to 'Fly By' Security

DALLAS, Oct. 1 /PRNewswire-FirstCall/ -- Southwest Airlines will soon introduce priority security lane access for its Business Select and Rapid Reward A-List Customers at select airports. Later this month, the airline will implement the lanes branded "Fly By" at the following locations: Baltimore/Washington International, Dallas Love Field, Phoenix Sky Harbor International, Orange County John Wayne, Denver International, San Francisco International, and Los Angeles International. Southwest plans to add additional airports to the Fly By rollout starting in November 2008, continuing to implement the priority security lane program throughout its system on an airport by airport basis. Please visit <http://www.blogsouthwest.com> for additional Fly By information or to leave a comment.

"We believe that our Customers will appreciate the added benefit priority security lanes will provide," said Kevin Krone Vice President Marketing, Sales and Distribution. "Expediting passengers through security is just one example of how Southwest is enhancing the Customer experience by offering added convenience for seasoned travelers."

Southwest Customers can take advantage of Southwest's Fly By Security Lanes by presenting an A-List identification card or by presenting a Business Select boarding pass. Southwest's Business Select fare provides the same flexibility as our current Refundable Fares, and comes with other added perks, including priority boarding, bonus Rapid Rewards credit, and one complimentary adult beverage (for Customers of legal drinking age). Business Select Fares are refundable and changeable. A-List status applies to Rapid Rewards Members who fly 16 qualifying roundtrips in 12 months. Rapid Reward A-List Customers also receive priority boarding privileges and automatic checkin.

After almost 37 years of service, Southwest Airlines continues to differentiate itself from other airlines -- offering low fares and a reliable product with impeccable Customer Service. Southwest Airlines is the most efficient airline in the sky and offers Customers a pleasant traveling experience. Southwest recently updated its gate areas and improved its boarding procedure to make flying Southwest productive and convenient. Southwest Airlines (NYSE: LUV), the nation's largest carrier in terms of domestic passengers boarded, currently serves 64 cities in 32 states. Based in Dallas, Southwest currently operates more than 3,300 flights a day and has more than 33,000 Employees systemwide.

<http://www.southwest.com>

SOURCE Southwest Airlines